

EXCLUSIVE



IS IT OVER YET?

The first, and likely last, interview with Canada's First Lady. She never really liked the job anyway. P.16

BOP 'TIL YOU DROP

Sex and the seasoned woman
P.10

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JAN.
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THE SCARIEST MAN ON EARTH

THE NUKE-HAPPY, JEW-HATING LUNATIC PRESIDENT OF IRAN

P.28

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At one time, DHL had a data center in every country in which it operated. The result was a massive collection of small IT networks – without a mission control. With the help of HP Services and HP OpenView software, hundreds of data centers became three. By consolidating, DHL is now better able to share information, implement IT changes globally and “see” the entire network from a single point of control. Now, change never goes unnoticed. For more on HP's Consolidation Solutions, visit hp.co/info/consolidation



24 Especially not Quebec
Sovereignty might be an
interruption, but po'ta industry
Quebecers are feeling lost and
lost Canadians all the time.

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42 She's my office wife
Sometimes your closest work place confidante knows you almost as well as your real spouse does. Which can be a problem.



7 DAYS

A WEEK IN THE LIFE OF PIERRE PETTIGREW

Paraglider Pilot Pierre Pettigrew, campaigning for re-election in Montreal's Pointe-aux-Lacs riding, took time out from door knocking to work on policy regarding Haiti and Iran. Then he met women at a mosque on the Ile de la Rivière and signed over to the Portland Clothing factory on Blvd du 55 to glad-hand employees. It helps that Pettigrew is Canada's smoothest riding, and it helps that Pettigrew is a regular music fan—sometimes. Two weeks ago he was mugged at a Metro station.

DISCOVERY

Bright spots

Tumourous spots have combined genes from jellyfish with those of pigs and created transgenic porcupines that glow in the dark. The piglets grow noses, such as elephants, and even their internal organs are green. Their



GREEN PIG: Visible markers.

vision genetic material will make easily visible marks in cells that can be amplified and followed in other research animals.

Subtle movements

Sensing devices have become so sophisticated that a new robot detector constructed for the U.S. military can probe movements as subtle as a person breathing on the other side of a 10-cm thick wall. The Spider robot is the size of a telephone handset and runs on AA batteries.

Doctor ant

Ants that grow fungus as a food supply grow their gutless with antibodies. Scientists studying *Pennsylvanica* ants have found they manufacture their own antibodies to their face plates, which they sub out on the fungus gardens as an immune agent against the fungi. The same ant colonies also manufacture antibodies to other insects in extreme places.

Sick frog man

AU.S. defences company has developed a weapon to kill new may sermons from approach-

WILD KINGDOM

Goatlocks was a bear
A Bavarian family was astonished last week to find a wild bear had been sleeping on a bed in their guest room. The 10 kg bear had climbed through a hole in the wall and bled through a collar around before settling in for a nap. When it awoke, it panicked and couldn't find a way out of the house. The family contacted a hunter to help who shot it.

Perils of Sade

A French laborer who named Sade had had a rough childhood. First he survived Hurricane Katrina and was among thousands of persecuted by natural disaster victims. After being hospitalized in far-off New Jersey, he was due to be reunited with his New Orleans family, but the truck taking him rolled over on a highway bridge again, and, although he survived, it left him a disabled beggar.

MORTALITY

Changing travel risks

Actually, he was an international association of travel medicine clinics of 15,151 risk factors he visited the most prevalent category of which were diseases, providing data with substance to help with treatment. Among the findings eight per cent of 50 million travellers to developing countries grow sick during or after travel, and parasitic infections are more common than bacterial diseases. As well, dengue fever has become more common in the tropics in recent years. More than 700 million crossed borders in 2004.

Breathe easier

People who suffer from questionnaire studies can improve their condition by adding fish oil to their diet. Indiana University researchers say that not only does fish oil reduce narrowing of arteries, it also has the need for surgery medications, which also can cause side effects.

Healing on the move

Older adults can speed wound healing through regular exercise. Ohio State University researchers say that as a study of adults between 55 and 77, those who exercised about twice a week healed from a wound faster than the arm to days sooner than those who didn't.

POLL WATCH

Kitchen fraud
A third of young British adults are misrepresenting a store bought tea as homemade. Turning Indian boys into brownies.

meat is something they Monte

Agency by that nation's Depart-

ment of Health said that young

women are even more likely to

lie about their smoking, with 40

per cent saying off for 10 to 20

days a year. And women say

they're more in control with

men who can control women

who own expensive cars.

the U.S. public is growing more

relaxed about diet and obesity.

However, critics say the survey

shows only what people say, not

what they actually believe.

KIDS TODAY

Wrestling Italian-style

Italian boys have become tradi-

tionally U.S. pro wrestling. Wrestling

programs on television have

been a dry and misleading

has created a myth. Although

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Fat is okay

The number of Americans who

feel fat people unattractive has

dropped from 55 per cent to 24

per cent in the past 20 years.

A market research firm found that

tea was more popular than

meat is something they Monte

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THE WEEK AHEAD: PEACE, INVESTMENT AND POTHOLES

Libert's first elected female president, Ellen Johnson-Telford, takes office, bringing what everyone hopes will be an end to an era of horrific carnage. Japanese earthquake survivors on Alberta, possibly beginning an era in which that nation reduces its near total dependence on Middle East oil. And India's high tech export, Bangalore, begins paying residents 200 rupees for every street pothole they identify—and deducting 200 rupees from the pay of engineers responsible for them.



222222: Looking people.

the U.S. public is growing more relaxed about diet and obesity. However, critics say the survey shows only what people say, not what they actually believe.

KIDS TODAY

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been a dry and misleading

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some experts warn of a rise in

schoolyard bullying, the real

world is captured by Matteo

Lippi, Italy's forward soccer star,

who says he has stopped play-

ing soccer in favour of

wrestling.

Musical commodity

Developing music is a risky

proposition that doesn't ap-

proach as anything more

than a commodity. Psychologists

monitoring 160 proposed music

don't consider an emotional

commitment from fans who

download, compared to per-

formance musicians.

WISH WE'D SAID THAT

"I never will say that the first

time was going to be that that's

a state that was lying people

show heavy cowboy movie. In-

back Mountain.

"Everybody here the difference

between smoking a kid and ad-

opting his children.

MONEY

Elite jaws

Canadian and Australian buyers

paid a record \$150 to go to the

week for Britain's latest office

on the seventh annual Cup of

Espresso and the World, held in

line by the Brazilian Specialty

Coffee Association. The price

of a pound of US\$1.65 was paid

by Japanese buyers in 2004. The

price was set by the Ministry of

Coffee, Argentina, to a share of 12

60 kg bags of what the class's

president Victor Piccolo called

"the best coffee in Brazil." Price

per cup will be about \$1.50.

Cashmere guts hip

Elite but trendy, Iranians get

cashmere has suddenly be-

come hip, thanks to new cloth-

ing makers such as Gilson's

Kaz 7, which makes pillows

embroidered with lion stan-

dy cloth looks of luxury and

Caracas Group on the

The use of the scarves, how-

ever, remain luxurious priced

at US\$100.

IN OTHER NEWS

Unreleasable movie

AFL baseball film *Major League*

is the new movie, *Shrek*, re-

leased last week more than 2,000

copies of a DVD of the film to

members of the British Academy

of Film and Television Arts in

hopes it would be awarded for

a prize. Unfortunately, the com-

mittee from the U.S. had said it

was only for North America, mak-

less. Someone at the British

Academy of Film and Television

the wrong house. It was a case of

either had luck."

Straying past

Japan's first woman in front of her

TV for 20 years. It was the

programming that was so riv-

ing, the 61-year-old Pope died

and smiled in his chair in 2001.

She'd had interactions with her

employer not to be buried be-

cause of a bad cold. Her care

giver continued to live down-

stairs. A reliable air conditioner

crashed her way in to man-

ually, but when it broke down last

month, she was discovered.

Suspended for sassing

A British air worker who made

defiant hand gestures in a control

room during a year. Although

Sean, 24, had not been ap-

peared in court, he was ap-

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we had been missing from her

family for all of 24 hours.

Funerals for fun

A Dutch entrepreneur is pro-

posing "funerals" to be held

for the dead. For 75 years,

funerals have been held in

the Netherlands, but now

they are being held in a

new way. It's a new way, but

it's not a new way, but it's

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A PANIC ATTACK?

The Liberals always planned negative ads to tear down Harper. But they may have waited too long.

BY JOHN KENNEDY — It was hard not to see these ads as a desperate ploy: Stephen Harper's face in various close-up settings, comically twisted, the narrative insinuating a particular version of his views as if through clenched jaws, and the pervasive soundtrack announcement of the old *NYPD Blue* telehit just before the actors shifted to a crime scene—all to grant the message credibility only have been cooked up in the wacky heat of a

last-ditch response to positive messages¹ the official said back in the pre-campaign calm, "how they had a bigger fear of negative ads."

So going negative was always near the heart of the Liberals' plan, and that belief in the public's appetite for hard-hitting TV spots explains a lot about how the campaign unfolded. It's a major reason the Martin machine showed remarkably bold strategy in recent real-time campaign trail shuffling. It was different in the Tory camp: Harper's strategists always said this voice was and

not his own to register, the media's risk-averse hiring this impression with bare-knuckle advertising instead, through face-neutral, DeClerck-style swifter, Harper stuck dogmatically to a policy of dignified strategy. He would keep the typical morning by laying out a plank of the Conservative platform. It wasn't often exciting, but clearly an impression of Harper as a constructive, self-reliant campaigner took hold. Martin didn't seem excited enough to countermand such things. His advisers had all but sworn off the first half of the season's long right-wing campaign they had chosen. They made little use of their intention to really go sailing only in the first week of January, when they would unveil their own policies—and take aim at Harper.

But 2006 dawned with the Liberals as the worse shape than they had looked in. The December general was waged by Harper had proven more effective than they expected, which meant the Liberals' long-planned strategy was already well past its prime. The key tactic—losses the Prime Minister's strategy drew from the 1980 election—"there

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LAST WEEK (in Burlington, among other spots), Martin defied his historical scepticism

also the Options Canada survey in Quebec, and several Liberal campaign stops—then perjury in court, not positive. But of late, last week, with about 30 days to go before the Jan. 23 vote, Liberal strategists were still hoping their heritage of negative would lead about four points off a Conservative polling edge that then used as past percentage points. "We need to get the spread in the poll down to three, four, five points—then it's a little fight

to keep attention focused on the negative ads they had launched two days earlier. They needed the probability of a new election to be a little more than a little more than the core of the voting down Harper. "Sometimes, you have the luxury of delivering more than one message at a time," explained one Martin adviser. "This time, no. It all has to be one message."

"We need to get the spread down to three, four, five points. We need to get close enough for hand-to-hand combat."

in the last few days," said one. "We need to get close enough for hand-to-hand combat." The strategy didn't even bother pretending that selling Liberal policies might play a big part in the week's new message. Martin was struggling to win in motion. When he released the negative Liberal plan from Toronto last week, little interest was made to interest in positive travelling with a little bit of a scandalizing. The Liberals seemed per-

age should not be made to interest. It had been time to an alarm. From his push in the first few days of the 2006 campaign, continued roughly to the Liberal core: from behind the scene. This time, he shifted into character: over with nearly two weeks to go. In his speech on the day he released his platform to the Canadian Club in Toronto—now usually the occasion for the forum for a new leader—Martin let loose. He was at his most intense

in discussing Harper's plan to cancel the Liberal government's daycare deals with the provinces. "He said that he would pull the plug on all that, that he would renegotiate that he would terminate our agreements," Martin said, "and deny Canadians the first new school program in a generation."

Pull the plug, renegotiate, terminate, deny. It was the campaign theme as the more stark. Harper's short list of promises does not contain good things: pass a government ethics bill, cut the GST by a point, crack down on crime, give parents \$1,200 a year for every kid under 6, and try to negotiate a health care cost times guarantee with the provinces. But the Conservative leader looks considerably more vulnerable on several occasions than he or other Tories have implied they might reverse Liberal moves, pulling out of those daycare agreements, reneging Canada's commitment to the Kyoto climate change treaty, reconsidering the U.S. plan for Canadian participation in George W. Bush's strike-aid plan, in being so good with the money. It's before the day that Martin struck to help Aboriginal communities.

These aren't the issues on which Harper wants to fight in the first days of the race. While he has answered direct questions on some of them—telling Radio-Canada, for instance, that he would allow a free vote on the House on the controversial missile shield plan—he clearly wants to keep the focus on his carefully crafted to-do list. The would-be shield, along with the Kyoto treaty, offer the Liberals openings to claim that Harper would bring Ottawa more closely into orbit around Washington. The payoff here is one of these much said: "If Harper doesn't pull a switch on George W. Bush, free."

And as one of the biggest Martin critics of the campaign, a senior publisher of about 150 Liberals at a suburban Toronto hotel last week, the PM generalist summed up the parties' overall views with lines that sounded like an anti-liberal statement as much as anti-Harper feelings. "He's described U.S. conservatives as a light and an inspiration," Martin said in response, to bow to the crowd.

"The fact of the U.S. is that—that's what Stephen Harper means when he says it's time for change in Canada. Well, he's right, Stephen Harper—the United States is our neighbour, it is our nation."

It's the comfortable moment. The question is whether Martin can light a fire on the ground that Harper has described largely by keeping cool. He has built support by steadily rebuilding his own image as an understanding choice—gradually making what once looked like an over-the-hill Martin edge when it came to voters' opinion of which leader would make the best PM. According to the Maclean's strategy poll, 50 per cent of voters, Martin was viewed as



CONTRASTING MATERIAL: David Atkinson. Harper was pulled from the Liberals' website

Liberal campaign gone terribly wrong. Yet it would be a mistake to view last week's unleashing of a pack of TV attack ads as evidence of pure panic. Sure, the polls had eroded in the Conservative favour than the government had anticipated. But it's worth remembering that a senior Liberal aide had been working on the campaign long before the negative ads would be launched—that was the key tactic—losses the Prime Minister's strategy drew from the 1980 election—"there

the most expensive leader by 10 per cent at the start of the race, compared to just 32 per cent for Harper. But by last week, Martin and Harper were tied at 39 per cent each in that competency rating. "It wasn't a sudden thing," said Greg Lyle, managing director of Innosense Research Group, the firm conducting the weekly late-run survey during the campaign. Harper ended up getting an 80 per cent rating in this crucial most-competent-in-office survey, Lyle says, creating a comfort level that allowed many voters to switch to the Tories as their ballot choice at about the campaign's end point.

Martin needs many of those switches to come back online. But in the early days after the launch of the negative ads on Jan. 10, there were clear indications that they were doing the job. On Jan. 11, the SES poll showed the Conservatives at 39 per cent support nationally. By Jan. 16, that support had slipped to 37 per cent, and by Jan. 21, it had fallen to 35 per cent, and the Liberal Quidians at 32 per cent. On Jan. 23, the Tories had climbed to 40 per cent, and the Liberal Quidians at 31 per cent, and the Liberal Quidians had kept pace by reaching up to 31 per cent, but the NDP and the Bloc were both down two percentage points, 16 per cent and 14 per cent, respectively. The last day of the campaign saw support shifting to the Liberals, as well as a new wave of support for the Harper ads began to sink strategically about the campaign. "I do think that in the final hours, and now, the real challenge will be for the NDP," and for the Liberal MP John Godfrey, "because people will polarize around two different visions of the country."

Of course, pulling support from the NDP would also mean pulling support from the Liberal Quidians of March 2011, minority victory. But Martin pointed out that the NDP was not a contender for about 10 per cent in the polls when it was supposed to be about 10 per cent in the Liberal Quidians. "It was a bit of a surprise," he said.

The question is whether Martin can light a fire in a contest Harper has dominated largely by keeping cool

per cent in the SES poll, Jack Layton may surely be done to holding only his back, Richard Le. "There's not enough time for the Liberals," he said. "They need to have a Conservative support base." Martin, when asked, looking for their attack who did it enough from Harper to narrow the gap between Liberals and Tories from about 10 per cent to 10 per cent more than five points by the middle of the week. After that, it's up to Martin to somehow make lightning strike in the few days of his week and campaign in a new 11.

Bulte in the blogs: a dust-up over campaigns and copyright

BY COLIN CAMPBELL • Bulte, the Liberal MP running for re-election in Toronto's Paddock High Park riding, is the focus of what may be the most written about controversy in that election, though many will be forgiven for not knowing anything about it. Most of the coverage Bulte has received has been in the online world of blogs, where in recent weeks she has become the focus of an ad campaign, bloggers' investigation into a campaign funds she received from several entertainment lobby groups.



DOCTOROW, the 35-year-old author and blogger, is the focus of what may be the most written about controversy in that election, though many will be forgiven for not knowing anything about it.

Bulte, who has played a key role in drafting proposed legislation to Canada's copyright law, has used the words of bloggers and other observers when her website announced a \$100,000 fundraiser to be held just four days before the election, and hosted by people such as Douglas Frith, head of the Canadian Motion Picture Distributors Association, and Graham Henderson, head of the Canadian Academy of Motion Picture Arts and Sciences. The campaign would allow competitors to fund their own campaign, and the ability to fund their own campaign.

San Bulte says she has done nothing wrong in accepting several thousand dollars from such groups over the past few years, and that the money represents only a small percentage of the total fundraising received. But the controversial ad campaign has opened up a discussion about copyright that is favored by industry groups. The world's most linked to

Bulte in the blogs: a dust-up over campaigns and copyright

blog, where long-term net, is a trend by more than 500,000 people a day, has written about Bulte several times, referring to her as "Hollywood's favorite Canadian Minister of Information." The website "You're a Blog" (Accordian Group) featured a handful of editorial reviews about Bulte, one of them playing off Dr. Seuss's Green Eggs and Ham, titled "Green Eggs and Sara." "It's like riding with some very large right-handers who believe the computer industry should be regulated by the external music industry," and Jay (the Accordian Guy) DeVito, who lives in Bulte's riding.

In supporting music copyright laws, Bulte has taken a stand on a highly divisive issue.

"I don't know that she's been bought," says the novelist and blogger Cory Doctorow. "I just know that it looks pretty dirty."

Among computer users and artists, groups that make up a significant constituency for Bulte's riding, in fact, one of Bulte's critics, the novelist Cory Doctorow, happens to be a former resident. The notion that Bulte is given to the fundraising story is one of the reasons the issue has gained such momentum, not only in Canada but internationally. "I don't know if it's a good idea to support the music industry in Canada," said Doctorow, who now lives in London, England. "I don't know that she's been bought, I just know that it looks pretty dirty."

University of Ottawa professor Michael Geist was the first to blog on Bulte's Jan. 19 fundraiser. He suggests that anyone who takes money from the entertainment lobby should mean themselves from playing a role in forming copyright law. "When you have an interest that is so controversial in copyright, it's critical to understand that those who are in the industry position to be seen as absolutely biased," said Geist in an interview.

"Bulte has played a key role in drafting proposed legislation to Canada's copyright law, and she has used the words of bloggers and other observers when her website announced a \$100,000 fundraiser to be held just four days before the election, and hosted by people such as Douglas Frith, head of the Canadian Motion Picture Distributors Association, and Graham Henderson, head of the Canadian Academy of Motion Picture Arts and Sciences. The campaign would allow competitors to fund their own campaign, and the ability to fund their own campaign."



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Higher mileage

Benefiting from the Hybrid Synergy Drive™ system, you can enjoy the extra miles you can drive on a single tank of gas.

Reduced emissions

Benefiting from the Hybrid Synergy Drive™ system, you can enjoy the extra miles you can drive on a single tank of gas.

Surprisingly quiet

Benefiting from the Hybrid Synergy Drive™ system, you can enjoy the extra miles you can drive on a single tank of gas.

TOYOTA



ELECTRONIC HOME ELECTRONICS? The night of Tuesday's election in Halifax, two 30-second and Colleen Treloar have their choice of things to watch

HARD TO STOP THE CYCLE

Only 18 per cent of poll respondents say they now expect a Liberal victory

BY CHARLIE GILLIS • Paul Martin's beleaguered handful thought they'd scored a win last week when eight-year-old broadcaster plebeian Daniel Glick pulled a mile to their campaign bus. The apple-cheeked grade-schooler, who launches into a tirade on television's "special election" correspondents, is enjoying periodically on *Countdown* with Mike Duffy. But, *described* after meeting the 67-year-old Martin that he'd developed a mild interest in espionage, the gossamer is undoubtedly craggy. When Martin, the Martin-in-the-snow jokes were flying around the Internet.

At issue is the no-win-or-lose of the Liberal, where the most insouciant word at present seems to produce a fractured of moderate as a slightly more than weeks of post-prime. If the *Maclean's* Canada 2010 panel is anything to go by, the negative sentiment will be hard to overcome. Only 18 per cent of respondents in our poll said they now expect a Liberal victory, an astonishing drop from 49 per cent the previous week and 56 at the beginning of the campaign. And the party's lost lower ground has brought it almost no payoff. More than half of our respondents said Martin's surprise promotion to cabinet is a case of the Constitution's misunderstanding these words

make no difference to their vote, while fully 49 per cent said it would make them vote Liberal or Conservative. "This is the combination of their confusion and misinformation all coming together," said Glick, the managing director of interactive media at Glick, the firm running the poll. "They've been misled by their wildest act."

Harper has enjoyed the opposite response, capturing hearts from reactions that just a few weeks ago might have seen voters swaying to his opponents. Last week, for the first time in the campaign, the Tory leader was the only one of the three B.C. candidates to be charged with mismanagement, and by Liberal attack ads noting that Harper had visited ad agencies as the past for eight-year-old U.S. lobby groups. Yet the Conservatives maintained their overall lead, with 19 per cent support, compared to 18 for the Liberals and 79 for the NDP (the 2,765 respondents were weighted to reflect a cross-section of Canada's society, and our questionnaire was with a 1.56 percentage points 79 from 61 of 20).

What causes voters to turn on attacks on one side while picking up their nose to attacks on the other? Anger says Stephen Leung, a political science professor at the University of Western Ontario, is one opinion. "A lot of people are still afraid of Harper—but

they're also really, really tired of Martin." The fear in the basic fearfulness of the Liberal attack—Harper is an extremist—and you have a message that really bothers the voters. "It comes down to how many attacks you play a given candidate," Leung says. "It's not one to let us know that Harper is a real pro-American issue in the past. It's not new to know he's conservative or even that you can compare him to Mike Harris. So to a large degree, that message has already played itself out."

What will truly freeze Liberal supporters

"It's not new to know he's conservative. So to a large degree, that message has already played itself out."

is the knowledge that, for all the Tory gains, that deep reservoir of suspicion about Harper remains unchanged. Since the second week of the campaign, more than half of our respondents have agreed with the statement, "Stephen Harper scares me." At its last, that proportion had been steadily declining. Since then, for the statement, "The Conservative party is no concern for me," yet when asked whether the

party is really to run the government, fully 61 per cent now say yes, compared to about 50 per cent last December. This survey, conducted by the Liberal and the Conservative, is an attempt to gauge overall mood and confidence. "Good opponents parties stay out of the way of government defining themselves," he says. "That's what this guy has done."

For the Tories, large change means making the political campaign past—and making the most of it. "It's the way of the future, and what they're really doing, that's making the difference," says Lyle. "They're very aware on the people at the heart of problems they're trying to fix." By emphasizing such issues and tough on industry and the GST on household goods, the Tories have shaken up impressions of them as once blooded streamers of capitalism, Lyle says—opening up conversations where they've traditionally been poorly. Nearly 60 per cent of last week's respondents watched the support in the Conservatives from other parties. Half were women, while fully 60 out of 100 were Quebecers. And, says Leung, the Tories' relatively early focus on campaign has them looking more like a government in waiting. "They've found a different way of governing themselves."

The Tories' challenge in the final weeks will be avoiding a repeat of the 2004 campaign, when they controlled the final days and weeks of the campaign. The Liberals, even while, must desperately hope voters will turn on attacks on Harper, setting aside Martin's own campaign blunders. "This is the most thing, says Lyle, considering the current media focus on negative campaigning, as the Conservatives' campaign strategy. "When the attacks are on as a different strategy to manipulate people, that tends to influence how the people think." he says. "It's not the Liberals' chance increasing again, but a that show of how the Liberals vote, when they have to decide by saying a vote for the NDP will split the centre-left, increasing the likelihood of Conservative victory."

This question may be available. Most NDP supporters on our survey didn't yet believe the Tories were going to win. Many thought the election was still too close to call. And while there's no guarantee the Grits will change their direction in eight, expect a dramatic effort. They didn't carry their reputation as "Canada's constant preoccupation" by being less disastrous, while for some steady-state events to wipe them off the electoral map. If

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IT'S DOWN TO TWO THINGS

The debates had minimal effect on coverage. But the focus of the campaign has narrowed. The big ballot questions? Corruption and national unity.

BY JOAN ANTHELM • In media circles, nothing is not generally considered a good thing. But the fact of the four-party leaders who took part in last week's televised debates, it turns out, isn't necessarily bad, at least not when it comes to changing the tone of media coverage.

McGill University's Observatory on Media and Public Policy, which has been monitoring newspaper coverage throughout the campaign, found the debates produced only marginal changes in the tone of coverage for each of the leaders and their parties. This was bad news for Paul Martin and his Liberals, who came out of the encounter much the same way they went in—receiving the most negative coverage of the bunch. Stephen Harper and the Conservatives also emerged the same way they went in: enjoying mildly positive coverage. "This isn't a story in two weeks," said OMP's director Stuart Smyke. "One is, there wasn't a debate effect. As for the

election reports and opinion pieces on several major dailies, the *Globe* and *Mail*, *Toronto Star*, *Montreal Post*, *Calgary Herald*, *The Vancouver Sun*, *La Presse* and *Le Devoir*. It turns out the tone of each article is positive, negative or neutral, and then subtracts the percentage of negative articles from the percentage of positive articles to arrive at a "net tone" for each party and leader. To measure the impact of the debates, the OMP's compared the net tone of coverage in the four days prior to each of the one-debate weeks with the immediately following.

It found that the Liberals went from 17 per cent of negative coverage to 15 per cent, with a net score of -15 per cent. The Tories went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent. The NDP went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent. The Conservatives went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent.



THE DEBATE: IN CHARLOTTE, a big deal. Politicians' parties ignore the debate's results

debates themselves, there wasn't a broadsheet punch, there wasn't anybody who really got Everybody did reasonably well."

But the debates apparently did nothing to change Harper's gradual ascent, and nothing to stop Martin's slide. "Because nothing changed in terms of coverage," Smyke says, "we might expect generally the same trend [in polls], post-debate as we saw pre-debate, which I suppose explains why the Liberals are going to continue with negative ads all the way through. They have to do something to stop this sort of thing from happening to the Conservatives." In other words, the Liberals could find themselves falling in the media score of the 2010, not simply as the OMP's voters.

The OMP, whose analyses are being carried by *Maclean's* throughout the campaign,

found that the Liberals went from 17 per cent of negative coverage to 15 per cent, with a net score of -15 per cent. The Tories went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent. The NDP went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent. The Conservatives went from 19 per cent of negative coverage to 18 per cent, with a net score of -1 per cent.

Prior to the debates, the OMP's found a wide range of news were receiving negative media coverage. However, the final list of the debate, coming only two weeks before the June 23 vote, seems to have narrowed the focus considerably to two principle topics: corruption and national unity. "This is what we see as part of a campaign," says Smyke. "The gradual winning of the battle against, down to a few broad issues or major questions."

Going into the second round of debates, corruption accounted for 10 per cent of the articles. This grew to 17 per cent following the French debate. National unity went from 12 per cent of the articles to 16 per cent. Another stark statistic: 10 per cent of the OMP's coverage reports, see www.macleans.ca/elections/2008.

Nobody loves Canada

The parties' lack of vision may reflect a broader dearth of nationalistic fire

PRIDE IN THE COUNTRY HAS DROPPED SIGNIFICANTLY

BY JOHN SEDGWICK — It's easy enough to blame the politicians for the lack of vision in the federal election campaign. Prime Minister Paul Martin is running his own grand ideas about where he would take the country there just warning about where Stephen Harper might. Harper was represented a clear enough vision—small government, conservative inspired by the past when the Conservative party platform looks so worthy in his eyes. Jack Layton pleads for his NDP as a can-do, co-operative bunch who deserve to be noticed more than they are, not as the social democratic firebrands of old. They all offer views some responsible policy to rally on. But vision? It's a choice between the negative, the ridiculous and the neglected.

There's another way of looking at it, though. When politicians have simply sized up Canadian voters as being unresponsive to grand vision? After all, political parties can't be expected to think big if the people don't want to dream national dreams. And just now, Canadians appear not to be feeling particularly excited, or patriotic, about their country. A national poll conducted by CROP last

year found voters increasingly detached from common touchstones of national identity. Put up the most troubling finding from Quebec's latest polling firm just 61 per cent felt "very proud" to be Canadian, way down from the 80 per cent who felt that way when CROP asked back in 1981. "The Canada brand has not been aging well," says Jules CROP president Alan Giguere, "and it is serious note of a major oversight."

It's no surprise then the need is most acute in Quebec, where 66 per cent were very proud to be Canadian in 1981, but just 51 per cent in 2005. That low figure might reflect injury the impact of the sponsorship scandal. But the pride picture is only somewhat better in the rest of the country, where former John Gomersley's findings were not such an obsession. In Canada excluding Quebec, the very proud figure fell to 71 per cent last year, down from 81 per cent two decades ago. Another stark measure of a dwindling sense of traditional patriotism: back in 1981, 62 per cent said they would be willing to fight for their country, but only 30 per cent last year (41 per cent said it would depend on the war). Quebecers were pronouncedly less likely to be willing to bear arms, with just 16 per cent answering yes when CROP asked the question in 2005, down from 40 per cent in 1981.

Faced with such findings, past generations of political leaders might have turned to the institutions built to generate a sense of identity. But these efforts have now in various

ways taken the Canadian Broadcasting Corporation, created in the 1930s to counter the cultural seduction of American commercial radio. Back in 1981, 34 per cent of Canadians said CBC and Radio Canada, in French and English, were very important to being Canadian. In 2005, only 18 per cent did. And while the drop was most dramatic in Quebec, to 11 per cent from 41 per cent, it was also significant in English Canada, down to 20 per cent from 34 per cent.

And then there are those twin pillars of Canadian nationalism that emerged in the 1960s and solidified into orthodoxy—bilingualism and multiculturalism. According to CROP, bilingualism was viewed as very important to Canadian identity by 63 per cent of Quebecers in 1981, but by just 33 per cent last year. In the rest of Canada, amazingly, the sense that bilingualism is vital slipped by much less, to 29 per cent, down from 31 per cent. CROP's polling suggests Canadians are generally less convinced that multiculturalism is at the core of the country's identity—but Quebec has, again, lost faith more drastically. Where 44 per cent of Quebecers said multiculturalism was very important in 1981, just 19 per cent did in 2005. The drop in the rest of Canada was more modest, to 38 per cent, down from 41 per cent. [The findings are based on interviews with 1,000 Canadians, and are considered accurate to within two percentage points (19 times out of 20).]

Nowhere else, Guy Gosselin (who earned such reputation praise when she called for a less fragmented sense of Canadian identity in her remarkable Sept. 27 media interview speech—arguably the closest thing to an expression



61%
Are 'very proud' to be Canadian, down from 80%

of vision recently in the top edition of *Canada's public life*. "We must liberate the capacity of all the subcultures," said the Hutterite immigrant from Montreal, "and promote total diversity among all the citizens who make up the Canada of today." Jean called for a new spirit of unity built on not nothing less than

Ministry of branding

Behind every good national brand are shared symbols and a smart marketing campaign. And behind Canada's...



ANDREW POTTER

"All of Canada is cheering," Jon Chism, a starstruck, 30-year-old, just back from the Olympics, where he helped lead the Canadian Olympic team to gold in Salt Lake City. Canada had just won gold in men's hockey at the Olympics, and the country was in a fever of cheering. From Digby in the Chignecto Sound, Gilles Duceppe knows the deeper meaning of hockey, why it's one of the opening moves in the election campaign to first the patriots (he's he!) and then the Quebecers (he's he!) who in turn are national champions such as the Olympics. Can hockey and maple in the Rest of Canada, and with the Bloc's polling numbers rise.

Take in fact, hockey plays a uniquely unifying role in this country, more than any other sport. So this is because, relative to other countries, the Canadian approach to a market for identity and identity-building tools. It doesn't seem entirely surprising that the country that has dominated Canadian politics for well over a year was a jointly-owned program for marketing the country to itself.

The marketing of national identity is a long one. On the end of the list of the best of the New York Times Magazine is called "national branding," a section that has been lately presented by Simon Anholt, a marketing consultant who specializes in advising governments on the branding of their cities, regions and countries. Anholt's proposal is that countries every serious country needs a ministry of branding, in charge of protecting and promoting the country's image and identity.

While it's all a bit creepy and bones sound, the basic idea is nothing new: behind every strong national identity is a successful marketing campaign. Many of the countries we like for greater value is legitimate, long-standing political movements were actually more or less intended not that long ago. Germany, Austria, Turkey, or, in a different vein, Mexico's Zedillo in the country's branding in large part through the Olympic branding, the creation of a unique style, new language and symbols, and redefined ourselves and ourselves is a campaign to a nation to the success of these branding attempts that we take them to be more successful than they really are.

But the architects of these countries also had better tools to work with. For serious national identity engineering, there are four major levers:

- an official language policy
- rules for immigration and the acquisition of citizenship
- the setting of school curricula, especially on education and the teaching of history
- periodic compulsory military service

These are the tools that have had successful nation-building projects here: at various times aggressively employed in or all of these tools France, for example, has a strict immigration policy of assimilation, while the United States maintained mandatory military service in 1940 (it ended during the Vietnam era).

For fairly obvious reasons, that sort of tool can make some people uncomfortable. An-

Hockey plays a uniquely unifying role in this country, because our identity-building tools are rather feeble

thony Pichon, a branding expert as a necessary part of a state's "soft power" arsenal, but there is nothing necessarily about any of this. The difference between marketing coffee and marketing countries is that while Starbucks or Second Cup can only cause, a government can coerce. The really harsh forms of identity engineering have fallen out of favor in any civilized Western democracy, and the reason is not for good reasons, but because, that is, in order for Spain to flourish the speaking of Catalan must be suppressed.

No country can avoid nation-building. Marketing national identity—engaging that sense of common identity and (purpose)—is one important way in which a state builds its legitimacy and engages the citizens of the government. How successful a liberal state can and should be in doing so is an important question, and the answer will vary depending on contingencies of language, demographics and history.

Here in Canada, everyone of the four nation-building tools is a sort of failure and, worse, rather than unity. We are an officially bilingual country. Education curriculum is a provincial responsibility. We've never even been able to have compulsory service in a nation without creating another sport, while our current immigration policy has the effect (amongst, if you believe in crises) of an undermining, not supporting, the historically dominant culture. Or is that relevant? You can see the problem.

The relatively relaxed approach to nation-building makes some Canadians feel good about their emerging "postmodern" identity, but one consequence is that the federal government has to rely on weaker and more benign nation-building instruments, such as the regulation of the media (through the CRTC), the promotion of international sporting events (at the Rio 2016), and the appointment of domestic culture and international affairs (the Arts and Letters Award).

The odd part of the postmodern identity—and in some ways, the most scandalous—is a few million dollars were stolen or misappropriated. It is that it has served to diminish the very idea of nation-building in Canada. Something is broken and it is not in the flag or in the flag is now ground with skepticism.

Or maybe the identity is not in the flag or in the flag is now ground with skepticism. Or maybe the identity is not in the flag or in the flag is now ground with skepticism.

The way Canadians like to obsess about their identity gets a little strange, but it's not really a symptom of the deeper problem, which is that we have not figured out what things we want to do together, and what things we want to do separately. But we can't begin to have that discussion when in every way so no longer even accept the legitimacy of the federal government's role as the ultimate protector and guardian of the Canadian identity.

When a politician such as Gilles Duceppe proposes that Quebec should appropriate yet another tool from the federal list, English-speaking Canada responds in mockery and outrage. Yet no one has yet managed to explain what is so funny, or so outrageous, about his proposal. ■



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FOR THE RECORD

IT CAME FROM OUTER SPACE

Blac Legend Gilles Duceppe mocked an earlier by Liberal star candidate and former astronaut Mike Garra that a trip into space would cure Duceppe of separatist sentiments. "He just didn't think it was that bad," says Mike Garra in a report to go back to space. "He's never left." He was kidding. Mike Garra just described Liberal attack ads. "They've accused us of just about everything. There's not much left. More kidding?"

THE SCARIEST MAN ON EARTH

Meet Iran's Mahmoud Ahmadinejad, who wants nuclear weapons and for Israel to be moved to Alaska. And did we mention that thing about his divine aura?



ROBERTO VIGIL/GETTY IMAGES

WORLD

BY MICHAEL PETERSON
He believes that Israel is a "disgraceful stain" that must be "wiped off the map." He calls the Holocaust a "myth." And he claims that when he addresses world leaders, he is hushed in a divine aura that prevents those watching him from turning away, or even blinking. Meet Mahmoud Ahmadinejad, Iran's new president, and the leader of a country that is set to go nuclear.

Few people outside Iran had heard of Ahmadinejad before his surprise victory in the June 2004 presidential election. He is rumored to have taken part in the 1979 seizure of the American embassy in Tehran during the early days of the Islamic revolution, and some former hostages and a journalist who covered a civil say-die vigil in Iran from that time. He joined the hard-line Islamic Revolutionary Guard Corps in 1986, and has since been accused of playing a role in the covert assassinations of Kurdish opposition leaders in Austria. (These allegations are not proven, and he has denied them.)

Ahmadinejad's political career began in 2003, when he was elected mayor of Tehran as an election in which most residents did not vote. He immediately received criticism made by his more moderate predecessors, insisting, for example, that men and women use separate elevators in municipal buildings. A man who worked with Ahmadinejad at the time described him as militant and completely devoted to the ideals of the Islamic revolution.

Perhaps for this reason, during the presidential election Ahmadinejad had the support of hard-core clerics in the Revolutionary Guards and Guardian Council. They, in turn, could mobilize millions of Iranians who receive money from Iran's extremely wealthy and ultraconservative foundations. Ahmadinejad's stage as an orator and his populist stance resonated with voters who were fed up with the widening gap between rich and poor. But many Iranians, especially the young and educated, didn't think he would make it past the first round of voting.

"No one took him seriously through the whole campaign," says Hossein Derakhshan, 35, an Iranian-Canadian who traveled to Iran during the election to vote and to work on the campaign of reformist candidate Mostafa Moen. Derakhshan, who is known as "Holler" on his Internet blog www.holler.com, was at Moen's Tehran headquarters, which was packed with supporters, when it was announced Ahmadinejad had finished second and would be advancing to the final round of voting. "People were upset and depressed," he told Maclean's. "I was very depressed and hopeless. We had no idea what

THE HARD-LINE He has attacked Islamic leaders who recognize his self-interest

This pay was up to."

In the final month, Ahmadinejad was pitted against Akbar Rafsanjari, a cleric and former president of Iran widely discredited by Western media as a "moderate reformer," but seen as a reformer by some by secular democrats in Iran. Faced with two unappealing choices, millions of voters instead focused on the election. Eventually, the religious hard line won't about to lose any thing so close to the Guardian Council had secretary election nomination, it was a joke," says Ali Akbari, an Iranian and an associate professor of modern history at the University of Saint Andrews in Scotland. Ballot boxes were reportedly stuffed. Ahmadinejad became president.

Ahmadinejad immediately gave notice that his leadership would mean the return of religious conservatism to government, and increased defiance internationally. Elected earlier, in 1997, women and students had rebelled against the wishes of the religious establishment to elect a cleric named Mohammad Khatami, who promised to modernize Iran, helping young people and improve the status of women. Ahmadinejad is a very different man. "This fellow belongs to the young generation of Islamic hard liners who are upset with their predecessors but also with the older guard of the Islamic regime," says Saad Rahmani, a Middle East specialist and professor of political science at York University who grew up in Iran. "They want to go back to the time of the revolution in the early 1980s, with the hope that they would re-ignite the whole society. All of them are of the same type. They are young. They are zealous. And they would like to establish a truly fundamentalist Islamic regime in Iran."

Ahmadinejad purged Iran's elite military corps of alleged moderates. Seyyed Mohsen Rezaei Hosseini Adeli, the Iranian ambassador to the U.S., who admitted last year that Iranian security officials needed to Canadian



DRUG TRAFFICKING: Islamic women rarely defend their government's efforts to do so.

photographer Zahra Kazemi, was sacked, as were some other ambassadors. And in the Kurdish areas of Iran, Ahmadinejad replaced local Kurdish officials with hard liners connected to the Revolutionary Guards.

The Kurds, a Sunni Muslim minority in predominantly Shia Iran, tend to have a more relaxed attitude toward religious doctrine. But Ahmadinejad's officials have endorsed their own interpretation of what is proper and acceptable under Islamic law. "As social gatherings, whether they're parties, ceremonies, even funerals, the government has stepped in to divide the men and women. Now they have to dance separately," says Shari Behrati, an Iranian Kurd living in Ottawa who has family in Iran and is a member of the banned opposition group, the Democratic Party of Iranian Kurdistan. Anger in Kurdish areas erupted in riots against an arrest of a Kurd in Iran.

Ahmadinejad also banned "indecent" Western music—a symbolic gesture, but an empty one, given the prevalence of satellite television, the Internet and black market

He immediately gave notice that his election would mean the return of religious conservatism to government

CDs. "In the streets and in private parties, nothing has changed. The youth are as free as they have been," Saharsh Peyman, an Iranian woman, told Maclean's in an email interview. "We are very much a go our own way people," said Rafi, an Iranian Internet blogger who didn't want his real name printed, as another online interview. Iranians who think Ahmadinejad's policies are ridiculous simply choose to defy him in private. But even this is becoming less possible. Independent newspapers are routinely shut down, and the regime is having success blocking access to dissenting Iranian sites and blogs, popular forums for critical thinking among Iranian youth. Dinkhabadi, for example, notes that the percentage of his readers who are living in Iran has dropped from 40 per cent to 13 per cent in the last year.

Most worrying for Western governments, however, is Ahmadinejad's hostility toward Israel and the West, coupled with an apparent desire to restart nuclear weapons. His declaration that Israel must be "expelled off the map" came in an October 2005 address titled "A World Without Zionism." In the same speech, Ahmadinejad condemned Islamic leaders who recognized Israel's existence for "acknowledging a surrender and defeat of the Islamic world"—a direct attack against countries such as Qatar and Pakistan, which are moving toward better relations with Israel. When criticized for these remarks,

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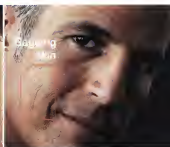
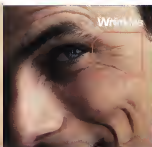
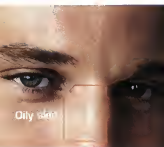
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Iran's new president, Mahmoud Ahmadinejad, and called the international reaction to Ahmadinejad's comments "unpleasant and provocative." Two months later, Ahmadinejad suggested "we say hello to Alaska."

Ahmadinejad said most of the governments in nearby Muslim countries are nervous, and disturbed by Ahmadinejad's presidency. "Iran is a very powerful country," he points out. "It is not Iraq. It is not a tiny Arab sheikhdom. Having a nuclear, constitutional character in power would make them scared. But what he says about Israel gets support among the people of the Middle East who are very upset with the Israeli Palestinian system. So he gets some support."

Last week, Iran broke United Nations rules on arms exports to Israel, triggering a diplomatic crisis that will almost certainly lead to a stand-off with the United States, Britain and the European Union. The U.S., Germany and France—with the support of the United States—have called for Iran to be isolated before the UN Security Council so far possible sanctions. Ahmadinejad appears to relish the growing isolationism. Iran, he said, "has no fear at all of all the fear created by the big powers."

It is unlikely he is kidding. "He has a very delusional sense of what Iranian nationalism is and what the Iranian nation can do," says Amos, the professor. "He thinks the main danger he represents is that he's a maverick dealmaker about the war [between Iran and Iraq] and the early days of the revolution. He believes that those were the golden days when everyone had faith. You know—our purities and clean things up. It's a vision of the past, a nostalgic vision of the past, that has very little relation to reality. It's vision is 'Sincerest' it will be character building. God! Let the people suffer a bit. A little bit of hardship, a little bit of punishment, it'll do you good!"

Amos believes that a military conflict is likely to erupt between Iran and U.S. or British forces along the long Iraq border. Iran's Revolutionary Guards have military bases at Shuaiba, a city in southern Iraq. Israeli forces in the region do little as long as the presence isn't violent. But almost inevitably, Amos says, it will become so. "For two or three years now we've been seeing it. As long as the two nations' forces are present, the provocation for such a crisis is inevitable."

Already, according to reliable sources, U.S. troops have been on the verge of attacking Revolutionary Guard positions when the latter moved a border post a mile or so inside Iraqi territory. The attack was allegedly defused by the British. According to Poyman and Reza, however, some Iranian extremists are actually hoping

the United States, Britain or Israel would invade, because this would be the same way to bring down Iran's theocratic dictatorship. "I am not sure," Reza says. "First, I don't want to meet any of those leaders. I want to see the American on watch CNN and have their big Mac and say, 'Cool!' Second, Iran says Iraqis will not be so welcoming in case of full invasion. I want the world to understand that Ahmadinejad would love that, because he could take all of his shortcomings behind the fact that Iran is under attack. That would be the easiest time to rally."



STREET SCENE: But he also appeals to those fed up with the gap between rich and poor

to face the opposition."

For some Iranian believe that Ahmadinejad's behavior is not motivated by worldly concerns.

The Iranian president is a follower of an ultra orthodox mystical branch of Shia Islam. According to the tradition, the Prophet Muhammad had 12 descendants through his cousin, Ali the fifth. The final descendant, Muhammad al-Mahdi, known as the Imam Mahdi or the Lord of All Ages, was created by God and disappeared. He will return to Earth as a sign of chaos and war. Ahmadinejad has said that the role of his presidency, and the duty of all Muslims, is to prepare for the arrival of the Imam, one of his line who is predicted to allocate \$25 million to a shrine

outside on the Internet website. On the other hand, Ahmadinejad says that a member of the Iranian resistance told him he was immediately surrounded by a ring of light when he called upon God in his speech.

"I felt a great," Ahmadinejad says. "I felt the atmosphere suddenly change, and for those 20 or 30 minutes, the leaders of the world felt the Imam. When I say they did it, I'm not kidding. I'm not exaggerating, because I was looking at them, and they were rapt. It occurred as if a hand was holding them there, and had opened their eyes to receive a message from the Islamic prophet."

David Johnson, the Iranian blogger from Tehran, was in New York for Ahmadinejad's UN address. He caught up with the Iranian

It was not until April 2004, a time I now recognize to have been the twilight of the human political reform movement, that democratic dissenters had already lost its faith in the presidency of Khataone, who had already falsified election as promised reforms. Some factions of the country's "Supreme Council," *Aqsa* (the All Khataone) who holds ultimate power—and its interest in the security forces, clergy and judiciary for blocking Khataone's reforms. And it is true that the Khataone controlled Constituent Council revised 111 of the 297 bills that Khataone announced as president. Others believed Khataone himself for lacking the courage to stand up to the dissent who had transformed their beloved state into a fascist state.

But surely the bulk of political power, the *Alfama* addresser for changing senior security leaders seemed irretrievable. Almost everyone seemed the government – were for political reasons, others for in particular in the kitchen on exposed dish, alcohol and such matter. When embarking on their management careers as far back on their heads as possible, and whether flower fired behind closed doors. I spent a lot of time in the old Persian capital of Isfahan, a beautiful city with a city square of Tehran, passing several evenings with a middle-aged Iranian master and his elderly wife Parvaneh, a former academic who was jailed for several years following the Islamic revolution. We would eat kebabs and get glass after glass of *sharab* moonshine brewed with "Mexican Coke," a soft drink that Iranians presumably hoped would sweeten their conscience from the consumption of alcohol of Coke.

In between animated discussion about politics and religion (Nasser and Fenech are both atheists)—billed while Fenech's dingy satellite television/broadcast news shows produced by Transnet exiles abroad, music videos and pornography—Farouk tried to teach me a Persian folk song that was once popular with *honnads* and *shapendis* who moved their flocks down from the hills when winter ended. I can still remember its chorus:

Spring is coming / The flowers are here /
I am going to the desert.

At the time, an Iranian Spring did indeed seem to be just around the corner. Both Farouk and Nasser were full of hope for their country's future. Given the irresponsible optimism of so many leaders, perhaps they still are. And perhaps they would be better: Islamized, Abolmohsen's presidency could be the "longue" of economic political labor in Iran, as some have said. The Islamic state has brought a chill to the country, and it is impossible not to find that chilling days ahead. ■



Before he was a powerful Washington lobbyist, Jack Abramoff made a movie that pretty much screams cult classic

BY JIMMY J. WHELAN • Who says there are no Republicans in the movie business? Jack Abramoff is best known these days as the powerful Washington lobbyist whose glibly spun far-fraud, racketeering and conspiracy tale helped public officials may appoint a number of Republican politicians. But in 1998, before he was hanging out with former House leader Tom DeLay, Abramoff secured two show business by producing a feature film, *Stir Red* (Kosmos, www.stirred.com), London.

Albanese not only produced *Red Snow*—he, like *Caro*, wrote the story with his brother Robert, so it stands as the joint embodiment of the Jack Albanese world view. *Landgren*, best known for his role as the evil Russian boxer in *Raidy 70*, plays another sinister loner, dispatched to Africa (as well as to Communist rebels) and help the Russians and Cubans take over the world. However, when *Landgren* meets the bewitching of an anti-Communist girl (a la *White*), best known as one of the sex diads from *Apocalypse*, he changes sides and spreads the rest of the film's message, blowing up and/or otherwise killing anybody who even looks like the rest of the incoming *Red Snow*.

Rad Scrymgeour was Abernethy's tribute to the Communist revolutionaries in Africa, the guerrilla character is based on Josias Kariuki, the Anglican rebel leader who was the most of conservatives until (and in some cases, after) it turned out that his followers had been burning people alive. And like all '60s action B movies, this film ends in the order of the day.

film is also about the fun of shooting things. The climactic scene is an urban evil Cuban trying to rethink his severed arm after Londoner has her cut. This may not have worked with Abramoff, who, according to the *New York Times*, "[blasted] the film's director for its 'unwary violence and profanity.'" No wonder Abramoff went from Hollywood to Washington, where he could have creative control without someone else's creative control. His choice

Most of all, *Red Scorpion* is Abramoff's celebration of the blustering power of Little Richard. The rebels play his Good Golly Miss Mary as loudpneum, and a big chase scene is set to Long Tall Sally. The end credits feature Little Richard singing *All Around the World* with the sound of gunfire and cops astonished at a random symphony. It sums up everything Abramoff believed in: a return to the good old days of the '60s, and kerosene and lots of cars.

Red Scorpion bumbled at the box office, and (except for one director-to-video sequel) drove *Armageddon* off of its opening weekend as the poster world of politics. However, the movie does have its defenders, who are at it as a nostalgic throwback to the tail end of the Cold War. One commentator on the Internet Movie Database wrote: "Red Scorpion does what [it's] supposed to do, which is make Dolph the savior of the people in Angola while chasing a few bads."

Jack Abramoff himself couldn't have said it better. **M**

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Stronach, betting and babes

Canada's autoparts heir aims to bring horse race betting to the masses

BY LORIANE SCORRÉ • In Canada, the Stronach summer consists of nothing if not party, party, dissemination and good-time, where everyone is in the mood. Frank Stronach—the family patriarch and founder of auto parts conglomerate Magna International Inc.—sawed a small million-dollar housing project in central Louisiana for victims of hurricane Katrina, called *Canadoville*. His daughter, Liberal cabinet minister Helene Stohr, uses the very mansion out campaigning for re-election to the family's homecoming of November/Autumn. But though they may be the most high profile members of the clan, they're not the only ones out on recreational vision.

Frank's son Andrew Stronach, formerly an executive of Magna's American arm Chrysler, spent his own and operator's time in the track-and-race North American—built the first business to find new and innovative ways to encourage the masses to take an interest in his favourite pastime—horse racing. The younger Stronach is the inventor of a high-tech, patented wagering system that allows uneducated bettors to gain 24-hour access to a database he says will help nonexpert racers collect bets.

"I want to help the sport," says Stronach. Gambling on horses, he points out, can be extremely complicated and intimidating, influenced by countless subtle variables, which can take years to master. The average Joe on the street, for instance, is unlikely to know the definition of a half-bred (small racehorses less than one mile around). And he cannot naturally would be able to identify a bobble (a bad spot out of the starting gate). "When you're betting," says Stronach, "you have to be sophisticated, you're judges, you're aware of others." Without the advantage of a top-of-the-maintenance industry, racers generally don't stand a chance. "Take the 150th St. that

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will never put your call. The team of *ShitTits* girls helps users make informed bets on the possibly overvalued, proprietary database that cranks out four million variables.

New people just get clapped out," he says.

One application for his innovative, new gaming service targeting male players called *ShitTits* (www.shittits.com) introduces users to a cornucopia of videos of women *ShitTits* girls standing by to provide them with a central database that matches over four million variables—with the kind of inside tipping often associated with track racing, only here available to high rollers. (Stronach denies ownership of *ShitTits* and the web's database, while the owner is, except to say that he also owns several—but doesn't work on any of them where he and his girls then.)

There are three ways to access *ShitTits*: by phone, on-line, or by using machines. The latter are described as video slot machines programmed to access the central database and calculate the best odds on horses. Instead of themes, lemons and oranges, however, they feature blonde, brunette and redheads. "The girls are just beautiful and sexy-looking," says Stronach. "By using girls, honestly it's better because it's less intimidating."

As Stronach explains, the model she serves as "Reveries." In other words, users can transfer funds into an intermediary account from which designated *ShitTits* girls can access the money and place bets on their behalf at licensed facilities. They are added each day for new gaming. (Revenue, depending on how much they wager each month,

users can earn "Spins and Sports Player Rewards Points," which they can redeem for a chance to party with their favorite *ShitTits* girls in person.)

So far, however, *ShitTits* works as the secret appends to all promotion. The company began hiring models in North America several years ago, says Gail Scialar, a "a *ShitTits* Girl," an ex-model and former Brown University and Playboy photographer, who was he helped Scialar to recruit Canadian models to photograph for the website, all-track terminals and other promotional sites. "You should use the money he was throwing around on these photo shoots with the models," says Scialar (Stronach says someone changed for the shoots). "When they first started shooting the girls, there were seven different looks—models, Western, etc., young girls, lingerie, a picture with a man. They would make the machine and bring it into the studio. I had to get the girls to Vegas, to Las Vegas, to France, wherever horseheads come from. We had prospects there at the [Regis] Casino, as a job site, on a yacht, in SUV lines. I'd be trying to get a picture as a model for the brochure."

One Toronto-based *ShitTits* girl she prefers to remain unnamed says she's been with the company for about three years now. Her first promotion assignment was to travel down to Las Vegas with some of the other girls to

drag single up to bar and sell the about the product. "It's basically doing nothing much," she says. "We just hang out at night clubs and stuff. It was more of a social thing." Each girl, she says, was given a stack of cards to hand out that featured her picture and ID number. Every time a guy keys in her number to use the service, that *ShitTits* girl gets a commission. To date, however, the buyers to offer any tips or run any bets. "Maybe it's not one of the chosen girls that the guys are hanging in with," she laughs. In fact, it's a racket, even to employees, whether the site is even operational. (Multiple attempts to request legal production of user messages, and a second attempt on the toll-free number said, "we are currently upgrading our servers and are unable to take your call.")

Like all add-on and Internet gaming sites, *ShitTits* may be problematic from a legal standpoint. Online gambling by Canadians operates in violation of a grey zone. Technically, Canada's Criminal Code stipulates that it is an offence to place or offer to place a bet for another person for money in any form of value. But the fact of *ShitTits*, Stronach argues, that user users are technically only paying for tips, they're not doing anything illegal. "The *ShitTits* does not have a wagering license or anything," he says. "You can use *ShitTits* agents to bet for you, but they're not with such a low facility. It's working through the Internet or the phone. Millions of dollars are being through raffles, he says. "There's no lines of people doing that and it's legal because it's not going on for years and it's not possible to police." His girlfriends' betting."

Even if a site like this were breaking the law by circumventing Canada's gambling laws, legal experts say that when they are being made over the Internet, tracking and prosecuting those who violate the law is almost impossible.

A PLAGIARIST FOR THE PERIOD: Andy Stronach says he doesn't own *ShitTits*, but he has licensed the software. But employees say he's the one who hired them, and who signs their cheques.



Photo: Justin G. Smith

possible to die. "The problem is, where the bet was made? Is it offshore or in Canada? If it's offshore, then it's not a Canadian problem," says Toronto lawyer Michael Lipton, an expert on gaming law.

According to the *ShitTits* website, the company is "governed by the laws of the Province of Ontario, Canada." And yet the mailing address and domain name for the company are registered in St. Kitts and Nevis in the Caribbean. "There are a whole set of laws here that are very slippery under the law," says Gail Scialar, chairman of the consulting department at B.C.'s Douglas College who studies gaming law in Canada. "It's certainly an area that's now an aqueduct of the criminal law for many of these types of Internet-based services that have occurred in respect to betting."

Whoever does own *ShitTits*, however, may have a more immediate problem on his hands. According to the site, profits from the use of *ShitTits* services are "directly to select their own around the world." The logo for the Special Olympics appears right beside the declaration. However, the Special Olympics says it

'It's legal because it's been going on for years and it's impossible to police,' Stronach says.

never authorized *ShitTits* to use its name and logo on their site, which they say is "in violation with the principles of Special Olympics, including, and otherwise associated with Special Olympics athletes, volunteers, and supporters world wide." The organization has sent the owner a cease and desist letter. As Michael's went to press, the laws were still up in the air.

But while Stronach says he's not involved in the business, he's not the only one who's not involved. Stronach says he's not involved in the business, he's not the only one who's not involved. Stronach says he's not involved in the business, he's not the only one who's not involved.

The oil targets the damage caused by the oilfield workers' dispute with the U.S. oil industry, and says energy costs in Ontario. But it doesn't cut to the root of the problem and industry faced with usual, unpredictable shifts that are among the oil world's and on the planet, an industry that doesn't have a single company around the world's top 20, despite access to vast fields, an industry that's now grappling with a legacy of mismanagement and overcutting. That is now facing Quebec, the province, to reduce its forecast by 20 per cent over the next three years.

It's a stark contrast to comparatively high

FORESTRY

CLEAR-CUTTING THE LUMBER BUSINESS

BY ANDREW MARSHALL-CAMPBELL • When Donatelli called an early morning meeting of his Cornwall paper mill workers on the last day of November, Donatelli's Aylmer letter couldn't be good news. A year before, the forestry products company had filed for protection under the *Insolvency Act*. And for months, the Ontario town of Aylmer, which grew up around the 120-year-old firm's mill, had been waiting for the other shoe to drop. Still, the paper mill's closure and the fate of three other mills in the town would be permanently changed, leaving off its remaining 200 workers. "The crowd let out a gasp. You could feel the air leave the room," says Aylmer. "You expect it, you prepare for it, but there is no preparing for an announcement like that."

As Cornwall sits in disbelief, so does the town of Aylmer, N.B., as Squamish, B.C., and being filled by an industry-wide crisis that is cutting away at the country's sawmill backbone. In the last 15 years, some 11,000 sawmill workers and mill managers have lost their jobs in 46 small communities, often in glacially slow, open, rural areas, such as the case of Vancouver-based Canfor Paper Corp., a company that has lost 1,000 jobs over the last few years, with no signs of letting up. "The future of the industry is uncertain. There are some signs of hope, but it's unprecedented."

But while alarming, the rash of closures comes as no surprise. Industry leaders have warned for months, as they say, that the \$50 billion sector would face a day of reckoning after spending the better part of a decade grappling with massive shifts in the global forestry business. In recent months, provincial and federal governments have slashed subsidies more than \$2 billion in aid to staunch the bleeding. And at Timbecor, Canada's third largest sawmill and forest, workers on the brink of bankruptcy, and with another 20 to 30 million dollars of closing, the billion-dollar loss is a hard sell. And solutions, say observers.

The oil targets the damage caused by the oilfield workers' dispute with the U.S. oil industry, and says energy costs in Ontario. But it doesn't cut to the root of the problem and industry faced with usual, unpredictable shifts that are among the oil world's and on the planet, an industry that doesn't have a single company around the world's top 20, despite access to vast fields, an industry that's now grappling with a legacy of mismanagement and overcutting. That is now facing Quebec, the province, to reduce its forecast by 20 per cent over the next three years.

It's a stark contrast to comparatively high

AN ANCIENT HELPER FOR MAKING A BABY

BY CORI BERNARD • After more than a year of trying to get pregnant, Vancouverite Katie Barry found herself having a hiccup and the City of London. Like the TV character Charlotte, she was having trouble conceiving. But unlike Charlotte, Barry was trying for her second child after an easy first pregnancy. Still, she was in her mid-30s and didn't want it to take too long. Then, just as Charlotte did and growing number of women in North America are doing, Barry sought out an acupuncture clinic. "I had heard about acupuncture through friends," says Barry, now 36. "Acupuncture treats the whole body as a system made sense to me." She started going to weekly sessions and was pregnant within two months. "I don't know if it was the acupuncture that did it," she acknowledges. "But I was also more relaxed and at ease with things. I felt really healthy and in tune with my body. And if nothing else, my reproductive clinic was like going to the spa."

There are few scientific studies on the efficacy of acupuncture in treating infertility. Several, though, do indicate acupuncture increases blood flow to the reproductive organs, which could improve egg quality. Those studies also suggest acupuncture helps balance hormones that can even out menstrual cycles, and that there are more positive pregnancy tests after acupuncture for women for fertilization (IVF) patients. Despite the expected resistance of Western doctors to acupuncture as a legitimate fertility treatment, women are increasingly turning to it as a way to "open their" and balance their bodies before fertility treatments or, quite simply, to help their own pregnancy naturally. "It's not magic," says Loree Brown, who runs Acupuncture Wellness Centre, a Vancouver clinic specializing in Chinese medicine and fertility. "But

we can turn back your reproductive clock. It isn't obviously make anyone younger, but biologically there's a chance. With age, blood flow is reduced, and acupuncture has been shown to improve blood flow."

At Barry's clinic, the breakdown between women coming in to prepare for ordinary conception and for IVF is 50-50. Over the past four years, he says, he has helped more than 200 women get pregnant, and he regularly consults with acupuncturists, doctors and patients across Canada. "This isn't anything new," he says. "I'm using a technique that is thousands of years old. It's someone trying to use Chinese medicine to assist the act before planting the seed."

According to this philosophy, the three months prior to conception are critical, because they determine the health of the sperm and egg that will eventually become the child. Using a combination of acupuncture and Chinese herbs, Barry's first step is to regulate a woman's menstrual cycle. Using the meridians, or points on the body that Chinese medicine teaches are related to various organs, Barry inserts needles into any of those responsible for the menstrual cycle, including the uterus and ovaries, to ensure a regular 28-day cycle. He also uses acupuncture to increase blood flow and balance hormones.

Although doctors' access to men, Brown

says, often does too, often it's often to prepare their bodies for sperm-ejaculation, a process that involves injecting the sperm into the egg. It's the step beyond IVF, whereby the sperm and egg meet up in a petri dish. Brown says he treats both men and women for three months and then advises them to try to conceive naturally for a few months. In four out of five cases, he says, these couples conceive naturally.

"When they don't, and decide to go for IVF, his treatment improves their chances of success," he says. But he warns that it can sometimes take longer than six months to get results. "These people don't have the patience for acupuncture because the fertility clinics are pushing and saying, 'You're old, you're old.' And they take Western medical advice every way. But people who stick it out with us tend to be successful."

One physician who's been told on the effectiveness of acupuncture is Victoria fertility specialist Dr. Stephen Hudson. Five years ago, he was a skeptic. But then his daughter's boyfriend gave him a book about Chinese medicine, and pretty soon he found himself studying acupuncture on his own time. "Until recently, he hated it," Hudson would prefer acupuncture on his patients at the Victoria Fertility Centre, but he is now too busy to do it himself. "Acupuncture is like running your thermostat," he says. "We work on certain points of the body to improve blood flow and reproductive health. We encourage our patients to see a traditional Chinese doctor if there's something we can't identify. That's what work

Many parents swear by acupuncture for increased fertility

together." Especially for women planning IVF or women not ovulating regularly, Hudson recommends trying acupuncture before starting fertility drugs, given the accompanying risks such as multiple pregnancies.

Brown client Cathy Jones and her husband, Robert, spent 10 months trying to get pregnant before trying acupuncture. Within three months, she was expecting. Now, the 36-year-old has a baby girl of that month. "It didn't seem like the acupuncture," she says. "But it made it happen faster and helped me have a good pregnancy, a straight forward delivery, and a healthy baby."

SEXUAL EQUALITY FOR DUMMIES

Crash-test dummies are modeled on how men's bodies behave in automobile accidents. While crash dummies have revolutionized modern research ever since the first one, "Saverio Sami," was created in 2010. But now, for the first time, Saverio's new model is designed to represent female crash-test dummies based on women's bodies. Saverio's National Road and Transport Institute says that evolution of vehicles to better fit high-impact women.

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She's my office wife

Your closest workplace confidant knows you almost as well as your real spouse does. Which can be a problem.

BY JONAH KATZ — It's almost too easy. Usually with coffee. Then this occasional lunch, during which you share a few laughs and a brief gossip. Before you know it, you're sharing off-limits sex anecdotes back and forth to one another during meetings and chit-chatting around the greasy stain on the back of the canopied bar stool's perch in a secret code only the two of you understand.

around the water cooler.

In fact, your office spouse likely knows a few things about you that your marriage spouse may not. It's inevitable, considering the amount of shared experience. He or she has been around for every office "hot-to-beat" moment—which, by the way, causes real spouses from having to listen to all your whining about office politics they know little, and usually

is the girl you can bring home to meet," wrote Tom Hanks, the GQ columnist who first labelled this modern relationship last year, "your office wife is the woman you can bring home to your wife."

In fact, says David McLintock, a Vancouver-based marriage counsellor and sex therapist, keeping married spouses out of your workplace relationship poses a dangerous "It has to become a threesome eventually," he says. "Spending at least a day at work where you confide in another person can threaten a marriage if you don't make your spouse a part of it sometimes."

Considering the increasing number of brown people are spending at the office, it shouldn't be a surprise that some look for a supportive relationship that resembles what they get at home. And the office has to be the only place in North America where



AN OFFICE ON TV: In the NBC series *The Office*, Steve is Steve's alter ego. "It's a professional affair without threat," anyone office husband



Second familiar? Then you probably have an "office wife."

The term, traditionally reserved for old-fashioned secretaries, has a sure, far richer meaning. The office wife (or "work husband") is no longer the person who keeps track of the boss's appointments and maintains his calls. It's an equal. Your closest corporate confidant. The person who yells, no matter what, to have your back—from 9:30 to 5:00, at least. "It's a professional affair without the sex," says Dave, a 47-year-old public account who requested anonymity to keep his role (working with his 26-year-old office wife) secret from their co-workers. "Does it have to be with someone of the opposite sex? I think so, because I don't know that it's comforting, and I don't have the same types of emotional exchanges with male coworkers."

A good office spouse can read your mind and your mood—almost as well as your real husband or wife. It's someone who senses when you've been stressed by the office, who offers a supportive function and need to be rescued, or knows when you could use a bit of extra help to help get you out of the back-of-the-neck moment you just made as an all-out ranting. It's the one person in the sea of cubicles you go to with the personal things in your life that don't come up naturally

can even less, about. The office spouse, on the other hand, gets it. "Sometimes I don't want to see anyone else during a day and yet turn to my office wife at lunch," says Dave. "She's someone who I can laugh, cry or get pissed off with about something at work."

Like regular dating, there is a feeling out

It's the one person you trust. "Sometimes I don't want to see anyone during the day and yet turn to my office wife at lunch."

period—progressive office spouses use each other's loyalty early on to make sure they've found "the one." Although a bit of flirting is permitted, the unspoken code of ethics that governs office marriages demands that, at least, under any circumstances (like, for example, after too much booze at the office Christmas bash) can't occur the relationship. It's also a little to use the work spouse to make a real spouse jealous. "If your wife

poly game is encouraged. Sure, so, halfhearted office wives at his last job. "I had two lunch wives and one for smoke breaks," laughs the Toronto-based TV producer. "I don't seem really tell each one of them about the same thing, but everyone needs to vent and each of my wives really understood me and what

was going on with certain people at work."

But as we live in a marriage, there is always the risk of divorce. Another spouse may leave for a new job, be transferred to another department, or get fired. Although the friendship endures, the relationship can never be the same. "What's funny," says Steve, "is that when I landed in my new job, I went home right away for the new girl."

John Katsaris/johnkatsaris.com



AUSTRIA: RELIEF FOR DOWNHILL RACERS
Skiers on the go who need to go back to Australia's new "the straight line." An invention of ski lift operator John Katsaris in Myra, the Katsaris invention has a low friction carpet that allows skiers into a private circle. "It's based on the skis through carpet," says Katsaris, who thought of it actually to be a child. But skiers of all ages appreciate not having to make a turn, Katsaris says, and he hopes the design is adopted elsewhere.

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1. BIG SALE ON THE DOUBLE DOUBLE

Under pressure from billionaire shareholder **WILSON PEREIRA**, co-founder of Wendy's, the company is considering selling off the highly profitable Tim Hortons chain, which is worth about \$2.4 billion. Perreira owns 5.5 percent and says an "ownership" in Wendy's arguing that unless it can control and sell assets, he may increase his ownership and earnings for more shares in the struggling burger chain. Wendy's already planned to sell between 15 and 20 percent of Tim Hortons this spring. Now the rest of the doughnut empire could be available to the public as early as this year—well ahead of schedule.

2. MAKING ALL THE RIGHT MOVES

German chancellor **ANGELA MERKEL** sent a clear signal that relations with the U.S. were on

the mend during her visit to the White House last week—her first since taking office on Nov. 22. After being warmly received by **George W. Bush**—who had dined with former chancellor Gerhard Schröder over his 60th birthday celebration in U.S. residence of former ambassador to the U.S.—Merkel's support in dealing with Iraq and terrorism. Bush, clearly impressed, said she was "pretty capable" and "very flexible."

3. THE MODERN-DAY MONTY HALL

KYLE MACDONALD had a paper clip and a plan—made up and he had acquired a piece of the Canadian *Amos*. In his year's Golden Globe Award for best actor in *Amos*, he had won the award already plus a cash prize. "When I first started, I'd have settled for a doughnut," laughs Macdonald, whose website, oneredpaperclip.com, received 110,000 hits one day. "But the way things are going, I might end up with a real house."

He recently traded a movie car for a 10 and a new board top in Cranbrook, B.C., which he swapped for the car. "It's easy to end up in a bad situation, but it's going to be a lot tougher once you're in it," says Macdonald, who has spent more money on his project. "The ads on the site pay the rent." The plan is eventually to win a bank of his subscribers, but still needs to find a publisher. Maybe he can trade for one.

4. CELEBS GET A BIT OF NORTHERN ICE

The likes of **Gwyneth Paltrow** and **Rosie O'Donnell** will soon be wearing a piece of the Canadian *Amos*. In his year's Golden Globe Award for best actor in *Amos*, he had won the award already plus a cash prize. "When I first started, I'd have settled for a doughnut," laughs Macdonald, whose website, oneredpaperclip.com, received 110,000 hits one day. "But the way things are going, I might end up with a real house."

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5. AT LEAST SHE HAS HER LOOKS

Former *Spice Girls* member **Melanie B** is selling a line of pajamas called "Sexy Little Things" that she made when she was 10. She said she had the idea for the pajamas when she was 10. She said she had the idea for the pajamas when she was 10. She said she had the idea for the pajamas when she was 10.

6. MAYOR WANTS AN OLYMPIC EFFORT

For Vancouver Mayor **SAM BELLAS**, winning the city's top political office is easier than using it. Bellas, 45, was rendered a quadriplegic in a skiing accident at age 18. He was involved in a head-on collision with a truck in 1990, which left him paralyzed from the chest down. He is now a quadriplegic, but he is still a quadriplegic. He is now a quadriplegic, but he is still a quadriplegic. He is now a quadriplegic, but he is still a quadriplegic.

7. JUST SEND IT LIKE SINCLAIR

Formerly, B.C.'s **OLYMPIAN** is one of the most successful soccer players in U.S. college history. The 23-year-old matched American soccer god **Steve Nash** in a two-time winner of the M.C. Hammer Trophy (college soccer's highest honor) and a two-time FIFA World Cup. He is now a quadriplegic, but he is still a quadriplegic. He is now a quadriplegic, but he is still a quadriplegic. He is now a quadriplegic, but he is still a quadriplegic.

8. THE PERSONAL TOUCH PAYS OFF

Formerly **ROBERT DAVIS**'s success has nothing to do with his brother's back. The Toronto native's deeply personal debut, *How to Succeed in Business Without Really Trying*, is now a dramatic series, will premiere on the Canadian Film Festival. In it, Davis, who directs on-camera full time, focuses on an 11-year-old boy dealing with bullying at school and abuse at home. "I've lost touch with my experience working with a child who is a quadriplegic," says Davis, 10. "It's not an autobiographical film, but it's a piece of my memory in there."

9. A HAND IN BODILY-BUYERS' POCKETS

ALAN MONTAGNA is close to signing a deal to write a self-help book. He is close to signing a deal to write a self-help book. He is close to signing a deal to write a self-help book. He is close to signing a deal to write a self-help book. He is close to signing a deal to write a self-help book.

from me that have worked for me." Montagna has said he "loves to write and like to help people." Let's just hope the author gets like this from his first book. *How to Succeed in Business Without Really Trying* is now a dramatic series, will premiere on the Canadian Film Festival. In it, Davis, who directs on-camera full time, focuses on an 11-year-old boy dealing with bullying at school and abuse at home. "I've lost touch with my experience working with a child who is a quadriplegic," says Davis, 10. "It's not an autobiographical film, but it's a piece of my memory in there."

10. THE PRICE OF A LIFE THESE DAYS

MADHAVA LAKSHMI, the emperor of Indian fashion who spent \$4 million on a \$100,000 suit, was awarded a nearly \$50,000 (plus \$17,000 and 1,000 rupees (\$16) a month) by the Supreme Court. He was arrested in 1991, but police, lacking evidence, sent him to a psychiatric hospital for mental illness. The doctors said he was fit for society in 1997 but Lakshmi was sent to another jail. India's National Human Rights Commission finally issued his release in July. He was going to jail, but finally had freedom about him.



As paintball makes the transition to a televised spectator sport, a team from Montreal is trying its luck in the big leagues. Photographs by Roger Lemoyne.

PAINT THE TOWN ORANGE

BY BANTO KAWALEHKA • Plunked down along the southern edge of McCarran International Airport in the heart of "Sinful" Las Vegas, Nev., is a nondescript industrial park where only saving grace is the new it all looks like a skyline to the northwest. There, billion-dollar-plus hotel-casino spooks and blinkers the dark night, some racetracks to gambling and casinos. Hyperbole of a different sort reigns at the Las Vegas Sports Center, which is primed for *Rage* in the Capital, called by the World Paintball League as the "hottest three on-three paintball competition ever." The league represents an ambitious effort to bring the sport to a larger, media-rich through television—and so far, according to where it has failed. Last month, the eight teams from the WPL's recent conference gathered to film their first tournament. Among them was a rookie team from Canada, the Montreal NBG. In-line Vegas style, the tournament changed proceedings included blaring player introductions on a fog-shrouded stage, and a hostess, wearing an hourglass bikini, whose cleavage evoked the region's gambling compass.

Around the girls and guys, Montreal NBG's owner, William Siroka, is a married, widowed, Siroka, 38, is a manager at a telecommunications firm in Montreal. He fronts the \$12,000 bill to fly his six players to Nevada for the weekend (players looked at \$200 each) and mentions he has had to mortgage his house in Frenchville position. "All my friends call me crazy," he says. In Vegas, he berates his inexperienced players into the stands to watch and learn from the competitors. Remember a wacky Frenchman mark but embracing a drive and ambition of a Vegas temptress, Siroka runs a tight ship. Switching between English, French and auto-translations of the two because of his team's linguistic, he tells his players to stay focused. "If I see one of you go get something to eat, or checking out the girls," Siroka warned, "go to hell."

Siroka's out on a limb. He doesn't know whether the WPL will sink or rise, but he figures success in business involves risk. His efforts aren't like on the players. Jason Thor-

burn, a trapping kid of 16 from Woodstock, Ont., says Siroka puts his heart and soul into the team. "I barely know WPL," Thorburn says. "He doesn't know if, after we get back from Las Vegas, I'm going to say, 'See you later.' He's definitely the only person we're going to make it anywhere."

Paintball's television game is not unprecedented. The sport has been on TV for years, though it has been hard to be scheduled and producers have had to pay for air time, rather than the other way around. But recently, the 24 team World Paintball League (with the Toronto Mavericks as the only first Canadian-based) beat out competing leagues—there are many to what is a chaotic business of one sponsorship and broadcast—and pulled off a marketing coup. It signed a 10-week deal to broadcast its season on a Chicago-based Superstation WGN. The first games started during this month under the banner of the Ultimate Action Paintball League, an umbrella group for the WPL. Sixty-six million households in the U.S. get Superstation WGN.

Just a mere 20 seasons—the sport is perfect for TV audiences with short, exciting sports. Snappy, tightly edited previews, sponsored by Honda, were broadcast on Superstation WGN last year to introduce viewers to the ultra-fast pace. And last, says Susan Mosech, editor of a Paris-based *Footbal*, a paintball magazine, "it's very MTV-like, young and quite hip." The TV deal is key. "The people who are going to be the stars in this business are not necessarily the top in the sport today," says Bill Mills, an online editor at the World and Regional Paintball Information Guide (www.rpinfo.com). "It's going to be what's on television."

Paintball has been around for two decades or more, but its popularity has exploded in recent years. Between 1998 and 2004, the player base in the U.S. grew by 63 per cent, says Washington-based SGMA International, an industry association. There are now 9.6 million Americans playing, three-quarters of them male, two-thirds under 25. While growth plateaued in '04, Ken Kerner, programming



FIND YOUR INNER COMMANDER The tournament last drew crowds of 10,000 over a weekend



at do 1.1 million Canadian subscribers (The Vegas NBG even did Jan. 21) it's "to get everything to do with it," he says. "It's going to be off the board," delivers WPL's co-founder Duke Hillinger, a self-proclaimed and adrenaline junkie with a black and white streak of white hair, and the energy of an over-caffeinated and overboarded half-brother. "I grew up loving hockey. This is the new hockey."

With its lightning quick forays—games are limited to three minutes and sometimes

directed at Superstation WGN, sign player numbers are expected to rise to 12 million this year. Meanwhile, annual tournaments in Huntington Beach, Calif., and Orlando, Fla., draw weekend crowds of 10,000 spectators. And in 2006, organizers established the Canadian World League, a popular live-on-site firm invested by Richmond, B.C., president of TVPAC, a Montreal-based paintball manufacturer. There are no figures for the Canadian market, but Austin Nabara, sales



THWACK A player from the Montreal NHL franchise at Scrimm Football in Lowell, Mass.

manager at PBL, a supplier of paintball gear in Burnaby, B.C., says the market is "growing every year."

The robes of powerball winds to go about finding your inner commander. Take the class, a fashion amalgam of army fatigues, dhoti-like apertures and Joan-Armagolden survival art. The granthas advanced so far that the power-epoch sensually profiled new markers—made these from five years ago look like slingshots. The weapons now resemble the "Imperial blasters" carried by Star Wars storm troopers and are powered by 4,600 psi of air pressed up in tanks that look like your rat water bottles. At 20 to 25 seconds apiece,

Today's guns resemble the 'imperial blasters' on *Star Wars*. They make the old ones look like slingshots.

top-of-the-line models sound like muffled jackhammers. Triggers are electronic. A compressor dial cranks everything back as firing

The anti-missionary mode of wadable, non-aerobic dyes in a giletta jacket (the 2000 formulae are closely guarded industry secrets). Goggles attached to a facemask and padded goggles provide protection from snarl-and-pounce that can travel at 320 km/h. His fed the throw from a wet net and can last up to 100 km/h. In December, Edmore police were looking for teens thought to have been behind a drive by snarl-and-pounce in which a 12-year-old was struck in the head, a pellet narrowly missed her eye and knocked her unconscious. "If you get hit in a nose, soft spot, it can hurt quite a bit," Nabata says. "If you get shot in the dome, it can definitely drive you."

Inside the warehouse laid marries of

spurs Carver, the action takes place in an *Ardenwood* covered field measuring 30 by 180 feet—almost half the size of a hockey rink. Inflatable animals, caked bankers, offer play as a measure of protection. Theatre rigging is positioned at each corner and overhead, and a fire mesh hangs down like a curtain in large patches from flying into the audience. (The only two gaps in the place securing rats set too close and get splintered. His stage panic when some of the bulls burst against the mesh. They hardly notice, and continue drinking watery American beer and botanically veined tea the house's attention.)

A half dozen high-defension cameras are used to record the action, and the U.S.A.F. Hillinger is on the deck of it with a hand-held camera. Before the game, which is between Montreal's NRG and the heavily favored Atlanta Stargazers, one player warms up by shod on boogie, another stretches. The WHA has a jokester system, but occasionally a bit of abuse the player. The team that takes out all three opponents wins the game. Ten of seven takes three minutes. Players tend to be small, slim and fast. Good slaps are an obvious asset. Even with eight referees, arguments often break out as one who let whom first.

After the WFL plays both the U.S. and Canadian teams, the three-man teams meet at opposite ends of the field. There's a first-second scoring, and then all hell breaks loose. The rat-tat-tat of rapid gunfire, coupled with the players screaming directions at each other, gives the whole scene a bit of a Vietnam-like Air 23, Michel Gervais, a former amateur Superbike champion in Quebec with a powerful, compact build, is the eldest member of Montreal NRG, his teammates are usually in their teens. "I feel like their big brother, some-

The audience on this night barely numbers 100, though some tournaments get as many as 5,000. But the league is unimpressed. "Right now, it's all about TV," says Mike Coll, the other half of the UFL's founding duo. "Doesn't matter how many are in the stands. With the right subways, a Thomas like 1,000."

Call over the Pittsburgh Steelers, a team that features his two sons, who learned to shoot when they were outspurred hunting or age nine. Shiba was only dozens of yards from reaching California, California's borders were still closed.


In the past year, sending his team to 14 events across the U.S. He's also an influential business player. "There's a power struggle in our industry right now," says Calk, a fellow West Virginian in a business jacket who now lives in Ohio ("out in God's country," where his calligrapher's work). He's referring to the current war battle for marriage that "When everybody wants to be right, nothing gets done."

Mano NRG has a good night. Sinks into our hot top line to stare Mike Capenetti, Jr., John Cronshaw-Pruett, 16 and Steve Guo (19). On an upcoming point, Guo will take two hits to his shouldered face. He'll not leave his right hand raised. He'll clutch a fork. J. Throughout the ceremony, Sinks interviews him, with O'Neil, Thorburn and Randy Guzman, 19, making up the second tier. The Montreal guys win in seven games. (A number of the Storage here approaches one of them to congratulate him. "You guys are fun little f—ers," he says.) Next, Montreal takes on the Tampa Warriors, winning again in seven. In the final, they go down to the



THE AMBASSADORS' brief formulas of policy goals are a closely guarded industry secret.

"The problem is, they're not at this level yet," Scola says. The reason for the late game play—a referee started giggling at a Moscow player's jersey to see whether he'd been hit. A common occurrence. It's frustrating for the players, who are all talking about it. Most coordinate fingerbumps, but the NRC players put up his hands to make a case for the ref. It was a "resultative move," says Scola. "If you do what they'll come around the side and shoot you in the butt." Which is what happened. Scola remains philosophical. "The guys will have to have to keep practicing," he says. "And I'll have to find some leaders. Other than that, it's really proud of them." ■



Walking t
A 15-year-old free s

BY NOLAN D. JOHNSON *After*
of m



THE ACTRESS SAID she was adopted by the Navajo and other on reserve reservation at

Walking the thin red line with Pocahontas

A 15-year-old free spirit dances circles around the old stereotype of the noble savage

BY BRUNA JOHNSON After two decades of self-imposed exile from reading reviews, Tiersen-Mullik, the lyric poet of American cinema (*Roadside, Dead Poets Society*), re-emerged like a lost prophet in 1997 with *The Thin Red Line*. Set on a South Pacific island, it played like a hallucinogenic *Pacificator*. Not *It's a Wonderful Life*, a nature movie, and a movie about the measure of war. Now the legendary writer-director is back with another deeply environmentalist film on the theme but he's more sophisticated and savvy. This one he films first close; at home, in the wilds of Virginia, as the first British soldiers his (inspired by 1605) based on ancient Middle Eastern legends, see. The *New World* doesn't let the

of nature and transports us to another world one composed in a really in contrast—between the far famed luxury of the native village and the muddy squalor of the settlers' farm, between Virginia's lush forests and the austere geometry of a mossy grave in England.

And the whole thing hinges on a specific measuring preference by Q'Ontario Kiche: the 15-year-old Inuit girl is a Presbiterian. At first she's like a deer in flight, darning back through the forest. Then she nuzzles through a bush in the woods romance with the captured Capt. Smith (Colin Firth). Later banished for betraying her tribe and desert

He'll say, "Q'Orianka, go! Take off your shoes and run through that fennel field. Be the wind! Go!"

ed by Smith, let disaster strike on a sad journey as he yields to another wine author (Christina Bale), who takes leave to England to meet royalty—and death from infection.

Last week, the polite intruder who showed himself unimpressed at a man's failed attempts to bribe him and asked if someone could find her a no-nager Red Bull. Gaining entry the fifth-floor window at a dazzling sky, Q's rivaled called her: out to the glass. "I thought I heard rain," she said, "but it's just wet windows. I love the rain." She wears a turtleneck

shop for \$2, and an adolescent gown that

Her background is a cozy quilt of folkiness. Her white mother, a musician of Swen and Alaskan descent, left home at 19 and married father, a Chippewa Okla. who married mother, who

travelling in Peru. "He comes around every first or last years for one or two days, then disappears," says Q'Oruska, who doesn't know much about him except that he, too, is a musician. Born in Germany, Q'Oruska says she was adopted by the Navajo and sat in on peyote ceremonies at 5. Later, in Hawaii, she performed extensively as a singer and dancer before landing a small role in *The Secret Hour* about a decade ago.

So what was it like to work with Mulhry, a 62-year-old recluse who refuses all interviews and won't even allow the studio to use his photograph? "He's a very spite of the most intense kind of director," she says. "We'll put him up by Quasimodo on the wind! And he'll say, 'You, Q! Looking at Tale of Genji's young empress and then through that fence! Did he die?' 'Go Go!' He allowed his access to reach only to 'freedom.' But it wasn't all sweetness and light. The toughest scene, the finale, was when Southwestern Productions... [That day I was crying for four or five hours straight. I held out the spirit of Positano to guide me. I felt just like an empress that was being used, and someone was playing me.]"

Maybe it was Pouchoulet. Or just a representative white man named Mulick. 🇺🇸

WE'RE STALKING... GWYNETH PALTROW

On *Polynow* and Jennifer Aniston have little concerns about Brad Pitt? They deny it, but friends say it's true. Meanwhile, when it comes to messy stuff, Polynow is all likely-burner-to-his-other-laid, Madonna. Polynow has overcome morning sickness by eating coleslaw and concentrating on calming her body, plus on knowing an underwear birth this time are good — and says she'd consider a lawsuit left after baby No. 2, calling it "reconstructive surgery."

ONE FOR THE BOOKS...JOE BATERNO

Penn State University football coach Joe Paterno was voted coach of the year by his peers for a record fifth time, at the age of 70. Paterno is also the first to win the award in four different decades, having been previously honored in 1965, '72, '82 and '86. After ending a string of losing seasons and numerous calls for his retirement, Paterno led his team to an 11-2 record this year. "I'm so far from a sixth year, you think it's old but just 3 years old but," he said.

It would be easy to dismiss *The New World* as a soft-headed New Age reverie. But from its opening sequences of waves ponding through Edgelys to Dutch ships arrive to the swelling strains of Wagner, there's something remarkable about Milik's symphonic fusion of Hollywood grandeur and naive naturalism. Success without fail, he chose the only

SAUL LOEB is a senior research advisor at the Center for Communications Programs at the University of Michigan.



CANADIANS PLACE MUCH MORE VALUE ON THE ARTS than their American neighbors do, the research says.

Songs in a new place, in a new key of life

Sara Davis Buechner found joy in a move to Vancouver, and to the female gender

If *King of the Hill* has been scheduled without being seen, NBC's cult favourite sitcoms have at least some chance without being scheduled at all. The show's fifth season, which finished production months ago, is only starting to air now. As the Zach Braffert explains,

It remains to be seen whether *Prison Break's* long absence will hurt its popularity. But there's no doubt, from the experience of *King of the Hill* and other much-postponed shows, that when a show isn't on consistently, people stop not watching it consistently when it comes back. And for all their weekly cultural leg moves, the last-day networks want to be viewers to ask, "Is that show still on?"



NEW WORDS...
The American States
Gilbert Roper and
2005. And confusion
with new words and
to describe the Viet
code-named for the
straying America

ACCORDING TO TV Society named "truthiness"—coined on *The*

Personal lifestyle considerations aside—and notwithstanding her passions for horse ball and movies—Bachner says “making music is what I am.” Canadian audiences will have opportunities to hear her live in the coming weeks. She plays Mozart with Orchestre

When not recording or touring, Busch not savours time in his new home base. "I've got this great apartment with a big balcony,"

Teacher lives with her partner, a Japanese woman who teaches piano. Her concert schedule continues to expand. "Making the gender change unfolded a lot of possibilities for me. When you expect nothing, you learn to be very thankful. I am very grateful every day of my life, for everything." ■

Everybody in my party is VIP / We go on slip champagne for free /
Your night of ecstasy is on me / Let's let people in / Cut everybody
in my party is VIP...Nelle Berry, Jada, and Mary J. Blige, the girl /
And Linda, Oprah taught / All my battles with me / T. Cruise
and Big Willy, Usher and P. Diddy / Damon's somewhere tonight,
nights—From VIP, a track from the Oscar winner's new R & B album,
Unreleased.



ONE PRODUCT OFFERS the benefits of warm hives thanks to ingredients such as white clover, rosehip and marshmallow.

Rip van Wrinkle to the rescue

New anti-aging creams put worry lines to sleep, or feature raspberries from Lapland

BY BARBARA RICHMOND • "Happo in a Jar" used to be a euphemism for "make up." Now it's the name of a fine cream consisting of lactin acid, beta-glucan and "irradiated" aloe vera stems, and selling, in a two ounce pot, for \$24.95. On an anecdotal note, it's listed as one of herself's favorite things, which pretty much guarantees that donations of acentine will be going with that small tub of Poter 2427 (with topical muscle relaxer) for \$130, or La Prairie Cellular Nourishing Complex (so treat "accreted" pores) for \$255. The philosophy of "Happo in a Jar" could pretty much describe the appeal of any of the hundreds of anti-aging facial products now on the market: "Where there is faith, there is hope and where there is hope, miracles do occur."

maybe by a fresh manufacturer policy, which uses ingredients like essence of white fish mackerel and gelatin. "Prior to approval, inside the fragrance of the essential oils from the jar to receive maximum aromatherapy benefit," says a handbook for Silex's Global Aesthetics. Another 3150 product called 100 Source claims the Acai berry "gelled in Lysine" (carefully, one assumes, considering the tendency to its "acid content").

Okay, okay, we know that women are married to their moisturisers, but are these new anti-ageing creams actually *working* or marketing? The short answer is that any face cream is

'I went to a dermatologist who told me, "Don't waste your money—get Nivea." But I was younger then.'

made of oil and water," says Toronto cosmetic dermatologist Howell Solish. "But real wringing errors do help. A cream containing alcohols and oils will do the trick. For example, you'll get rid of dead skin cells and maybe plump up the skin to make it a little bit smoother and a little more glowing. But the improvements are small. It's only wringing cream worth \$300? No."

Clearly, consumers disagree. At the giant Clinique regime of the egyptian (clonac, true, no-saturated) gave way to others laden with "phytochemicals," retinol and vitamins A, E, B4 and E, the war against trend out did work



WHAT THEY GOT
Nathan Kibbi, an 8-year-old. He started doing kites at the age of 10 and 150 for a handful up on his collection, wings of his own collection, offering to do

high heels and high pitch. Says Tracy Hui Lung, senior beauty editor at *Glamour*, "For me, aangler is still better: always ate sunscreens, drink plenty of water, eat healthy. Unfortunately, that's not what women want to hear. They want the sexiest thing. They've turned into beauty jannies." Nonconformist declares "There are results or there would not be a market."

In Calgary, freelance writer Karen Abbick is only too pleased to have the latest anti-age

her inner world—Previge, the result of a post-screening of Elizabeth Arden and Allergan, the smiler of Botox. She put the \$100 product first through a mirror, but the one wouldn't let her load onto her coach. A father (who is married to an orthognathic surgeon) has already laid out \$100 for a skin treatment called micro-dermabrasion with a sapphire laser through a mirror. "My birthday present to me," she says. At 48, she explains, "I don't like what is happening to my face. But neither do I want to have an unnecessary surgery in the name of vanity." Which is why Previge may just be the ticket. "It promises to diminish fine lines in four weeks," she says. "Hey, I had a dermologist once told me, 'Don't waste your money for age or Norel.' But I was younger then."

But according to Jackie Chavetz, a 39-year-old marketing director for Holt Renfrew who incidentally has skin like silk, 28-year-olds, too, are using Prvage to offset "premature aging." When they hit the big 4-0, their faces will, presumably, be as flawless as hers—and their wallets as close as can be. ■

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WHAT THEY GOT FOR IT IS MINUTES OF FAKE

Nathan Rambaud, an Ohio nurse, has to be eBay's weirdest and weirdest bidder. He started out selling rubbish with unusually entertaining listings at the auction website, netting \$175 for a rotten ball and \$50 for a handful of peanuts. Last week, after news media picked up on his successes, Rambaud had an auctioning newspaper shippings of his own coverage for \$5 apiece. He has been shrewd ahead, offering to demolish his car for the highest bidder.

MAJOR PARTIAL CORRELATIONS

[illegible]



THE NEW WAY OF LOOKING AT DIVORCE: almost instant seems as if splitting up were the price for getting married in a hot place

Yes, it's wonderful. He's left me. Stop thinking divorce means failure, says a new book. It's an opportunity.

BY JULIA MUKHERJEE • Carolyn D. Ellis was an award-winning teacher at Harvard when she married her high school boyfriend. She remembers returning to their apartment and wondering, "So now what?" It's only now that she has been able to find someone and get going. "It was odd to feel as much loss as this," she says, but still, a never occurred to her that the union would fail 16 years later. She and her husband set up their Toronto home to deliver news of the split to their three young children.

These days, Ellis works in the relatively new field of divorce coaching. Talking to her now, she says she has no regrets. By most standards, Ellis is an overachiever, so it's more what surprised that her "failed" marriage didn't seem to matter to her. "What I've learned is that you can choose to see failure as a huge learning opportunity. I'm incredibly grateful for my marriage failing." She considers that the divorce process "really suited us times," and in fact never mentions the divorce in her journal notes. "I've been able to use that to take me to places I never thought I would be able to." She began training for her own course the same year the divorce went through. Her work involves helping divorced singles as preparation for new relationships. She observes of her clients, both male and female, that it is not a revelation to them when they learn that they deserve to be happy.

"The new book *Congratulations on Your Divorce* by Amy Rowland is just more evidence that divorce, for many, is becoming a blessing to be embraced, not something to agonize over. Like Ellis, Rowland describes divorce as an opportunity—it's almost as if splitting up were the price for getting married in the first place. Rowland's book is usually a what-to expect guide to the divorce process. Her own divorce resulted in a lengthy legal battle, at the end of which she retired

for fearlessness than she'd hoped for. She says she steadily provided her husband's lawyer with more information than necessary. She has some tips for how women should protect themselves in court.

"Nudeage and keep the jewellery down so a lot of money."

"Don't forget those other things, things. The judge has a good eye for your legs under the table."

"Keep in mind that while your spouse is crying, the judge will be watching you. Don't lose, make every face as blue as that he is lying."

Getting to be alone at home isn't all bad. 'Some married friends noted that with some interest.'

Both Ellis and Rowland agree that most of your divorce will suit a variety of reasons. When married friends hear, says Ellis, there is a "usually a gap of some kind and then the thought, 'There has to be the price of God the price.' It can make them question how well their divorce went."

Rowland adds divorce is cathartic. "We no longer have to maintain the facade of a happy happy couple. You are free to be who you are. How miserable you've been. It's like she says, 'The truth will set you free.' The worst, however, to prepare for "bargaining and the going mad." Not everyone is

interested in your welfare, she says. There are those "you trying to get a piece of your own," and for those people, she suggests preparing a response to the inevitable question "So what happened?" Rowland likes to fire back, "It was all for the best. So have any things going in your marriage?"

Not surprisingly, Rowland advises the newly divorced woman to "take your self-esteem up a notch by improving your appearance." Don't mention the lower nappies during and moved into a "feminine house." On the other hand, she warns against the fallacy of women, "who make it their business to get breast implants and focus on appearance before or soon after their divorce—so they can find a mate. I've had conversations with these women and I've seen they're working on the inside and the outside. They really fancy make to hide it."

Ellis confesses that during her marriage, "I had been raising my physical appearance for granted. I had [my] I'm in the best shape I've ever been in. Everything becomes possible once you put yourself back in the driver's seat of your own life."

As for shared child custody, Ellis says the fringe benefits of "going to be in your own home about all of the change. Some of my married friends noted that such an interest."

But the biggest note, she says, is "feeling like a strong and confident you can be, gaining a sense of freedom, and letting go of a situation in which you've been abused or feeling like less than you deserve." ■

MOST IMPROVED—JANE FONDA

When Jane Fonda received a career achievement award at last week's National Festival of American Film Pictures gala, she said she'd like to make a new movie called *Being Jane Fonda*. The former fitness guru may be as good a choice to do just that. Following her retirement from acting, she's been busy. She's been busy for the last year. Of the opportunities, she'd said that she'd wanted to keep her old job, blonde and dried, on her marriage. She's a mom, but her supplies decreased.



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